

**UNIVERSITI TEKNOLOGI MARA**

**PERCEPTION OF CUSTOMER SATISFACTION  
ON AL-RAHN YAPIEM SERVICING IN  
KUANTAN, PAHANG.**

**NUR ASILAH BINTI ABU BAKAR**

Academic writing submitted in partial fulfillment of  
the requirements for the degree of  
**Bachelor in Muamalat**

**Academy of Contemporary Islamic Studies**

January 2018

## AUTHOR'S DECLARATION

I declare that the work in this thesis/dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

Name of Student	:	Nur Asilah Binti Abu Bakar
Student I.D No.	:	2014489656
Programme	:	Bachelor in Muamalat-IC 210
Faculty	:	Acedemy of Contemporary Islamic Studies
Acedemy Writing Title	:	Customer Satisfaction On Al-Rahn Yapiem Servicing In Kuantan, Pahang
Signature of Student	:	. . . . . V.....
Date	:	January 2018

## ABSTRACT

The purpose of this study was to examine the extent to which perceptions of customer satisfaction with the quality of service offered by the Ar-Rahn Yapiem Kuantan based on demographic and dimensions of service quality. Respondents for this survey were Ar-Rahn Yapiem Kuantan customers, and a total of 100 questionnaires were distributed by using convenience sampling technique. The design of this study is a case study survey using a quantitative approach. Questionnaires were used as an instruments for obtaining data. The data were analyzed using the Statistical Package for Social Science (SPSS) program version 20. Analysis used in this study is a frequency and descriptive analysis. Results of the study showed that 51.9% of women customers are more satisfied using the ArRahn services rather than male customer. Empathy factor is a critical factor while the other question is less tangible factors. In conclusion, the customers are satisfied with the quality of service provided by Ar-Rahn Kuantan.

**Keywords:** Service Quality, Customer Satisfaction, Customer Perception, Kuantan, Ar-Rahn Yapeim.

TABLE OF CONTENTS

	Page
CONFIRMATION BY PANEL OF EXAMINER	ii
AUTHORS DECLARATION	iii
ABSTRACT	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENTS	vi
LIST OF TABLES	vii
LIST OF FIGURES	viii
CHAPTER ONE: INTRODUCTION	1
1.1 Introduction	1
1.2 Research Background	2
1.3 Problem Statement	5
1.4 Background Of Ar-Rahn System In Malaysia	6
1.5 Research Question	7
1.6 Research Objective	8
1.7 Scope And Limitation Of The Study	8
1.8 Significant Of The Study	8
1.9 Conclusion	9
CHAPTER TWO: LITERATURE REVIEW	10
2.1 Introduction	10
2.2 The Ar-Rahn Scheme Concept	10
2.3 Defination Of Perception	12
2.4 Customer Satisfaction	14

2.4.1	Definition And Customer Satisfaction	14
2.4.2	Customer Satisfaction Model	15
2.4.3	Past Reserch Related To Customer Satisfaction	17
2.5	Service Quality	17
2.5.1	Definitions And Quality Concept Service	18
2.5.2	Quality Of Service Of Services By Islamic Perspective	20
2.5.3	Past Research About The Quality Of Services	22
2.6	Quality Of Services And Customer Satisfaction	23
2.7	Conclusion	24

### **CHAPTER THREE: RESEARCH METODOLOGY 25**

3.1	Introduction	25
3.2	Research Design	25
3.3	Data Collection Method	26
3.3.1	Primary Data	26
3.3.2	Secondary Data	27
3.4	Sampling Technique	27
3.4.1	Target Respondents	27
3.5	Data Analysis Technique	28
3.5.1	Frequency Distribution	28
3.5.2	Crostable	28
3.6	Valid and Trustworthy	29
3.7	Conclusion	29

### **CHAPTER FOUR: RESULT AND DISCUSSION 30**

4.1	Introduction	30
4.2	Demografi Responden	31